Renee Apelo – Self Brand Package Presentation Script

Slide 1:

This is my self-branding package cover page.

Slide 2:

For my brand statement, I do projects involving a mix of graphic design and animation. I want to create original cartoon and anime-inspired characters. Japanese anime and manga draw inspiration primarily from Japanese culture, history, mythology, and traditional art forms while also incorporating influences from Western animation's unique blend of storytelling and visual style that reflects contemporary Japanese society and explores diverse themes across various genres like shonen (boys), shoujo (girls), josei (women), and seinen (men).

Below are examples of the original characters that I have created over the years.

Slide 3:

For my inspiration board, I chose typical vibrant Japanese anime and manga colors such as bright blue, red, pink, yellow, purple, and green. Japanese anime and manga types often combine Kanji, Hiragana, Katakana, and the Latin alphabet. Japanese anime and manga styles can vary widely, such as cute characters and realistic or exaggerated features, such as large expressive eyes, small mouths, and simplified noses to convey emotions effectively.

Slide 4:

These are the 50 sketches for my logo design.

Slide 5:

For my logo design, I chose Hizuna Trial Regular font to highlight my first name initials, Noto Serif JP for ART 419, and Noto Sans JP for the Katakana version of RFART419.

Slide 6:

Here are some line art versions of my logo and varieties.

Slide 7:

Here is my final business 2'' x 3.5'' card design with a Cherry Blossom theme and a QR code.

Slide 8:

Here is my Social Media post on my Behance account with hashtags, such as Self-branding, Japan, Anime and Manga, Graphic Design, and Animation.